

Message Text

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21

ACTION CU-04

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E.O. 11652 : NA
TAGS : OEXC, NI (EGBUEZE, WALTER NDUKA)
SUBJ : NOMINATION FOR INTERNATIONAL MARKETING INSTITUTE PROGRAM

REF : A. LAGOS 5558 (B) STATE 119406

1. POST APPRECIATES REF. B. FULL NOMINATION FOR IMI OF MR. WALTER
NDUKA EGBUEZE FOLLOWS.

FULL NAME : MR. WALTER NDUKA EGBUEZE

PRESENT POSITION: ASSISTANT COMMERCIAL ADVERTISING MANAGER,
NIGERIAN RAILWAY CORPORATION, LAGOS

PAST POSITIONS: DISTRICT SALES MANAGER FOR INTERNATIONAL PAINTS
(W.A.) LTD., LAGOS, 1966-70.

DATE & PLACE OF BIRTH: AUGUST 29, 1934;

PRESENT CITIZENSHIP : NIGERIAN; NONE PREVIOUS

PREVIOUS TRAVEL TO THE US : NIL

PREVIOUS TRAVEL TO OTHER COUNTRIES : U.K. 1960/65 (STUDIES):
DEC. 1975/JAN. 1976 (HOLIDAY); FRANCE, AUG.
1963; WEST GERMANY, JULY, 1964.

PREVIOUS USG GRANT: NIL

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ACADEMIC TRAINING : HUSSEY COLLEGE, WARRI-WASC & GCE:

NRC OPERATIONS & COMMERCE, EB-
PROFICIENCY CERTIFICATE IN NITERIAN
RAILWAY OPERATION;

COLLEGE OF JOURNALISM, LONDON-DIPLOMA
IN JOURNALISM:

THE REGENT POLYTECHINC, LONDON-DIPLOMA
& MEMBER CERTIFICATE IN INSTITUTE OF
BRITISH PUBLIC RELATIONS.

COLLEGE FOR THE DISTRIBUTIVE TRADES-
DIPLOMA IN ADVERTISING.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS: ASSOCIATE
MEMBER OF INSTITUTE OF PUBLIC RELATIONS
(BRITISH):

MEMBER OF NIGERIAN INSTITUTE OF MANAGEMENT:
ADVERSITISING ASSOCIATION OF NIGERIA:
OUTDOOR ASOCIATION OF NIGERIA.

PUBLICATIONS: OCCASIONAL CONTRIBUTION TO NEWSPEPAERS &
MAGAZINES

VISA ELIGIBILITY: NAMECHECK SATISFACTORY, VISA ELIGBLE

MARITAL STATUS: MARRIED CHILDREN: 2 AGES : 3 & 1
SEX : 1 BOY; 1 GIRL

KNOWLEDGE OF ENGLISH LANGUAGE : EXCELLENT

KNOWLEDGE OF OTHER LANGUAGES: IBO, HAUSA, YORUBA

CULTURAL INTERESTS: VISIT TO THEATRES

PROFESSIONAL/BUSINESS INTERESTS: CONTACT WITH PROESSIONAL
ORGAINZATIONS AND EXCHANGE OF IDEAS
AVOCATIONAL INTERESTS & HOBBIES: READING, MUSIC, SPORTS

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PLACES OF INTEREST: VSIT TO HISTORICAL CITIES OR INSTITUTIONS,
MOMUNIMENTS AND REPUTABLE MANUFACTURING AND
MARKETING COMPANIES.

WILLINGNESS TO SPEAK TO AMERICAN AUDIENCES: YES-
MEDIUM SIZE

SUGGESTED ROPICS: "IMPORIVING NIGERIAN/AMERICAN RELATIONS"

EMERGENCY NAME& ADDRESS: C/O MR. L. N.C. EGBUEZE
55 ADENIRAN OGUNSANYA STREET
SURU LERE
P.O. BOX 1935
LAGOS

REASONS FOR NOMINATION: AS ASSISTANT COMMERCIAL ADVERTISING
MANAGER, WALTER EGBUEZE IS HEAVILY INVOLVED
IN SALES PROMOTION, MARKETING, CANVASSING, MARKET RESEARCH,
STAFF SUPERVISION AND MANAGEMENT AT NIGERIAN RAILWAY CORPORATION
(NRC), WHERE HE HAS WORKED SINCE 1971. HE HAS HAD STRONG DESIRE
TO PARTICIPATE IN IMI TO GAIN KNOWLEDGE THIS PRESTIGIOUS (AND MUCH
TALKED ABOUT IN NIGERIA) COURSE HAS TO OFFER. DIFFICULTIES IN PAST
YEARS HAVE PREVENTED HIS PARTICIPATION AND HE AGAIN APPLIED THIS
YEAR TO DEMONSTRATE HIS CONTINUED INTEREST. GIVEN FACT EGBUEZE
IS EXPERIENCED, CAPABLE AND PROMISING LEADER IN NRC, AND COMES
WELL RECOMMENDED BY HIS SUPERIORS, POST DECIDED TO FORWARD LATE
NOMINATION.

U.S. OBJECTIVES OF VISIT: APART FROM BENEFITS TO NRC VIS-A-VIS
MARKETING PRINCIPLES AND PRACTICES.
POST BELIEVES THIS EXPOSURE TO U.S. COUNTERPARTS WILL CONTRIBUTE
TO SUSTAINED ECONOMIC AND CULTURAL LINKS. AS NRC EXPANDS AND
MODERNIZES. ALSO, WE WOULD LIKE TO FOCUS MORE OF OUR GRANTS
ON "STATURORY CORPORATIONS"WHICH FALL WITHIN GROUPS/INSTITUTIONS
IDENTIFIED IN CPP FOR CU PROGRAM. AS WITH THIS EXAMPLE, WE WOULD
LIKE TO ENCOURAGE MORE COST-SHARING WITH SUCH PUBLIC BODIES AS
WELL AS PRIVATE INDIVIDUALS WHO ARE SELECTED FOR GRANTS.

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